UNLEASH THE POWER OF LSI KEYWORDS

Topics That We Will Cover:

1. LSI, Latent Semantic Indexing
2. LSI Keywords and Why Are They On Your Side?
3. Do LSI Keywords Improve Your Web Ranking and Traffic?
4. How Do You Find LSI Keywords?
5. How Can You Use LSI Keywords?
6. When Is LSI Not Relevant To Be Used?

1. LSI, Latent Semantic Indexing

Any company with an online blog understands the importance of keywords for SEO.

However, the main keywords that you choose to optimize your content with are not the only words that Google keeps track of.

Google has made it their mission to **better understand search queries as well as user intent** in order to create a more sophisticated and useful search engine. It has done this through various updates to its algorithm.

This is why they are constantly focusing on semantic search and why you should be using Latent Semantic Indexing (LSI) keywords to support your main keywords in your content.

What is an LSI Keyword?

The term “latent semantic indexing” is just a technical SEO jargon.

The term “latent semantic indexing” isn’t something that is easily understandable - what does it actually mean and what does it do?

If you look up the term online you'll find that the answers are all over the place. You've probably heard of LSI keywords as it is commonly referred to - semantically related keywords.

LSI refers to a system pioneered by Google that crawls the content of web pages and looks for the commonly used words and phrases.

In short, LSI keywords are words that are **contextually related or similar to your main keyword**.

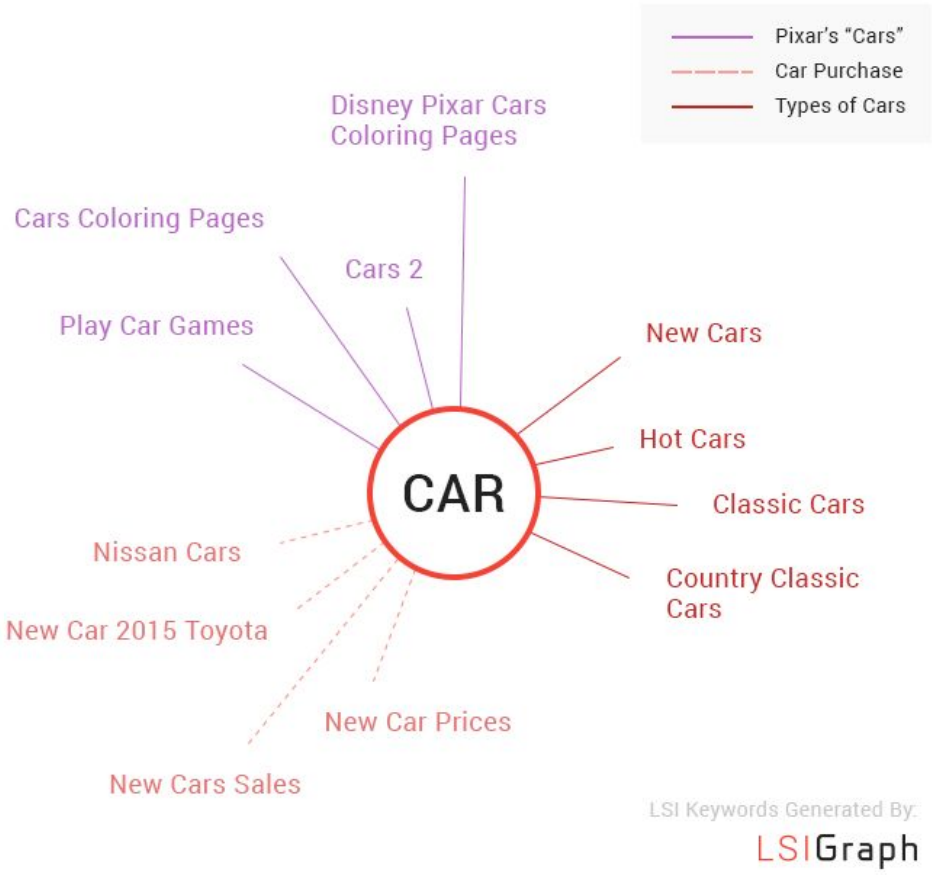
For example, if your main SEO keyword for a blog post is “car,” then your LSI keywords could include “emergency vehicle repair” or “small business automobile insurance.”

On the other hand, if your website is about ebooks, related words might consist of “pdf”, “downloadable books”, “kindle books”, “new books”, and so forth.

When you are creating a new website or writing an article, keywords will play the main role in the SEO part. Just so you know, all 3 classes of keywords (primary, secondary and tertiary) will help direct organic traffic to your website.

These three classes represents primary keywords that decides what the content is about. Secondary keywords on the other hand, usually acts as a supporting role to the primary keyword.

When it comes to LSI keywords, they help you in broadening your search. They also add more context to the keywords, making it easier to find more relevant results for your search.



Example of LSI keywords for CAR

2. LSI Keywords and Why Are They On Your Side?

Now you're probably wondering what's the point of implementing an LSI keyword? Why does it need to be differentiated from your regular keywords?

The LSI system that Google has implemented into its new algorithm is basically an **indexing and retrieving technique** that identifies patterns in the relationship of concepts and terms contained in a text.

Publishers that are still stuffing their way to the top (or bottom, as they will soon find out), that using Latent Semantic Indexing to your advantage is a smart move, and will also help **impress your audience** what your page is about. Doing this can also make your visitors actually read your content because it is not stuffed with keywords repeatedly.

LSI allows keywords to **match up content with user intent and their queries**. LSI keywords, therefore, help improve the quality of the content that users are provided with. This in turn means that the use of LSI keywords will help **improve your page ranking**. One of the benefits of the LSI system is that it helps cut down on poor quality content that is stuffed with keywords.

For example, an article could use the keyword "*car repair*" repeatedly, whereas another article could use the same keyword but also have LSI keywords such as "*car maintenance*" and "*vehicle damage*." The article containing LSI keywords is more likely to match the user's query of "*car repair*."

Article A
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It is quite obvious to say that Article B reads more organic.

Regular keywords are also not targeted nearly as well as long tail keywords. Regular keywords, which are often referred to as "head" keywords, are very broad in their subject matter which makes it **difficult for Google to match up with the user's intent**.

For example, an LSI keyword could be "car repair cost." This is much more specific than just "car repair." These LSI keywords should be used within the same paragraph of the head keyword that they are supporting so that Google can gain more context for that paragraph, hence allowing them to better match the search intent of the user.

When writing your content, it needs to have an inviting title, introduction and a conclusion like formal writing suggests. Make sure each paragraph is **engaging and relevant to your overall site**. Keep your readers interested in finishing what they've started. The longer a visitor stays on your website, the better it will be for your ranking, as this is also a factor in determining rankability.

When creating your content using your chosen keywords, always ensure that what is published is written in a **natural, easy to read way** that would make individuals want to keep reading. Maintain it in a conversational, or perhaps formal tone if that is the theme of your site. Most importantly, it should read like a magazine or a newspaper, and not like a website created solely for SEO purposes.

It's the same reason writers use pronouns, similes, and metaphors when describing familiar characters or things. It's not always "Dean said this. Dean said that. Dean went over and waited." Instead, they mix up words, using alternative descriptive nouns like "The man", "The boy's father", or even a simple pronouns like "He." The principle is the same

with LSI, it's easier for us to read, and that is the true motivation of a search engine, constantly trying to give us more of what we want.

Never try to duplicate the same word over and over again as it will only make your content look like it has been created for search engine optimization purposes.

A good and well written content **keeps your reader fused to what they are reading** instead of clicking on another link that may contain the same information. As a reader, it can be quite irritating to see a lot of keyword repetition.

LSI keywords usually use as much as six words continuously following a phrase pattern. When you create your content, you will have the **option to arrange these words in a different order** that will still keep in line with the typical ways in which a user will make his or her search query.

When you use other **closely related terms or words**, you don't only get linked to a particular search term but you can also rank for other searches or queries related to the LSI keyword.

LSI keywords make a content appear much better and it will also **improve the trust rate** for your website. These related words can help make your content sound more organic and that is what search engines likes the most.

In addition to providing users with higher quality content by tracking the use of LSI keywords, Google can also provide more **accurate results** through its usage.

Take the keyword "apple" for example. An apple is obviously a fruit. However, when you do a Google search for "apple," the first half dozen or so results you'll get will be about the company "Apple."

So there are two completely different meanings for this particular keyword. When a user does a search, whether it's for the company Apple or the fruit, Google will scan the content for LSI keywords in order to make sure the user gets results that aligns with their search intentions.

Now, if the user was searching for something about the fruit, then Google may pick up on LSI keywords such as “food,” “fruit” and “recipe,” whereas if the user was searching for the company Apple, Google may pick on LSI keywords like “computer” or “smartphone.”

Apple Keynote 2015
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LSI Keywords strengthen the semantic idea of an article.

Basically, you’re **providing a context for search engines**, which means that in the end, LSI keywords not only helps users gain access to higher quality content that is more aligned with their search queries, it also helps companies to improve their page rankings.

LSI keywords are more than capable of appearing in many different ways to create new phrases, so experiment and spend some time researching as opposed to using sneaky SEO tricks, which are mostly out of date nowadays.

3. Do LSI Keywords Improve Your Web Ranking and Traffic?

Up until here, we hope you understand what LSI keywords are and how they are best used. You should also understand how the usage of LSI keywords helps Google to provide users with accurate results based on their search intentions. While it's easy to understand how this helps users, the question remains: Do LSI keywords really have that big of an impact on your website ranking and traffic?

Truth be told, it should - but how do you know that it does in reality? According to content marketing experts across the web, LSI keywords do in fact help to improve the web ranking of a website as well as help to increase traffic to the website. The following are some of the things that experts are saying about the benefits of LSI keywords:

Neil Patel

*"LSI keywords, otherwise known as latent semantic indexing keywords, are **necessary for SEO**."*

Neil Patel has produced numerous in-depth articles on the usage of keywords, highlighting the importance of long tail keywords and LSI keywords. He makes it a point to underline the fact that you're probably not going to rank very high for certain keywords unless you come from a giant corporation.

For example, if your company sells used computers in Daytona Beach, then your website probably isn't going to rank on the first page for the term "computers" and you're probably not going to be competing with the likes of Dell, Best Buy, Amazon and the other businesses that already has its place on the first page for the search query "computers."

This is why LSI keywords are of such importance - they help flesh out the context of your page without keyword stuffing - the overuse of a particular keyword. Patel brings up a good point about finding semantic keywords to use in your content - it's not just about creating more context for your webpage, it's also about getting to know your target audience better. **And the better you know your audience, the more effective you will be at targeting them.**

Jayson DeMers

*"Articles that focus on all aspects of a topic, thereby using LSI and long-tail keywords within it, will be regarded as **more reputable, thorough, and relevant** than those that simply use a few competitive keywords repeatedly."*

DeMers explains how the use of LSI keywords helps you to avoid the overuse of your regular keywords. Not only does keyword stuffing result in penalties as it's a black hat tactic, but it also decreases the quality of your content.

Your content isn't going to read that well if you force your keyword into every other sentence in a desperate attempt to increase your web ranking. Think about how writing works in real life - without any SEO attached to it.

When a novelist writes a book, they will change up the usage of words in order to avoid being repetitive - it's also why we often use a thesaurus when writing. LSI keywords do the same for your online content since they are often closely related to your main keyword. According to DeMers, they not only **improve your site ranking and web traffic,** but also **the quality of your content.**

Brian Dean

*"LSI keywords help Google **understand** what your page is all about."*

Brian Dean wrote a piece on Backlinkco.com that listed 16 SEO copywriting secrets to help drive more web traffic, and the use of LSI keywords was third on his list. He explains the importance of providing context to your main keywords with the use of LSI keywords by using the example "cars."

If a user searches for "cars," there are a number of intents that the user could have. The movie "cars," the actual vehicle or the rock band "Cars" just to name a few. By using LSI keywords, you'll make it easier for Google to match you up to the right query, which also means that you are reducing poor quality traffic (for example, if you are a car repair company, visitors looking for information about the movie aren't going to help your business). This helps reduce the number of poor results the user gets, which eliminates some of the other websites that may have come up on their results page, thereby improving the odds of receiving more traffic.

4. How Do You Find LSI Keywords?

Hopefully at this point you are convinced that LSI keywords will only benefit your SEO strategy.

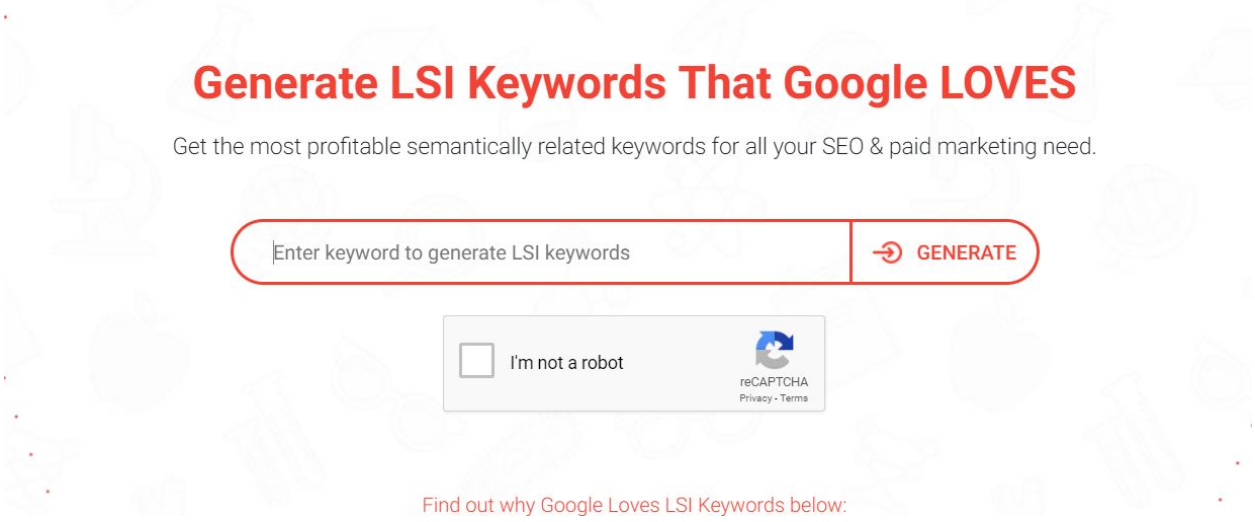
But now comes the part where you actually have to figure out **how to find them and how to implement them**.

Use LSIGraph

LSIGraph is a keyword research tool that is very simple to use. It has **a database of over 30 million keywords (and counting).**

LSIGraph is the best tool you can use to get LSI keyword suggestions along with the relevant data that you'll need. Just simply type in your target keyword and it will generate a huge list of LSI keyword suggestions together with their valuable data information.

For example, if you type in the word "keyword," the list will contain LSI keywords such as "keyword definition," "free keyword generator," "keyword rank checker," and "SEO tools keyword density," just to name a few.

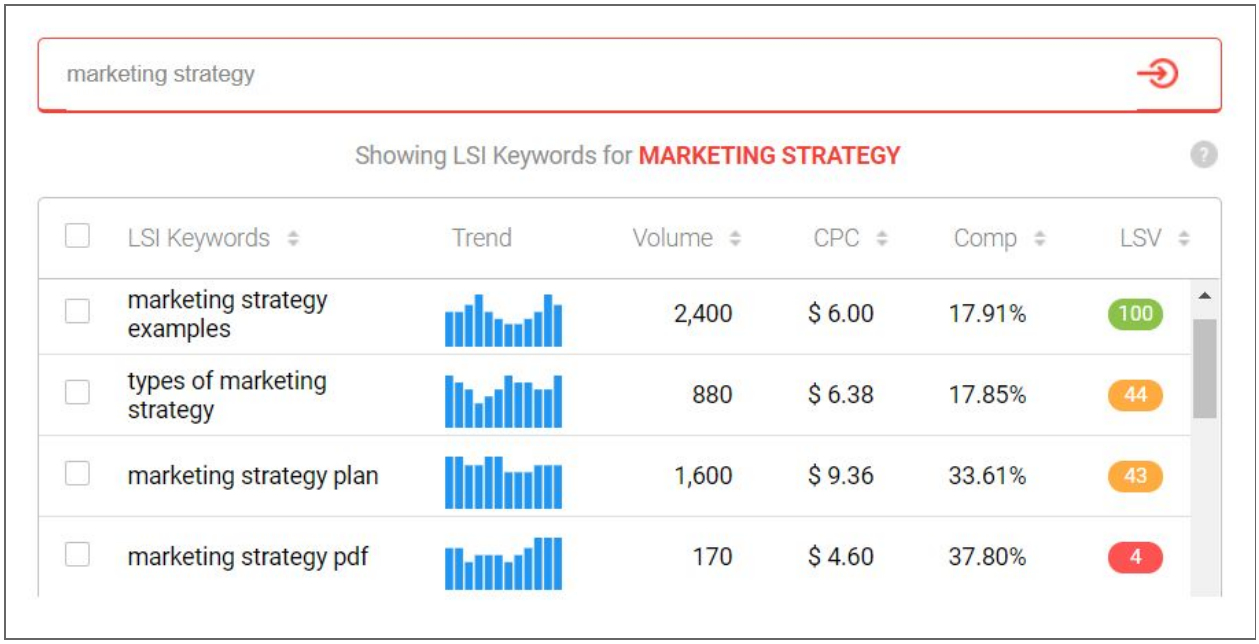

Generate LSI Keywords That Google LOVES
Get the most profitable semantically related keywords for all your SEO & paid marketing need.
Enter keyword to generate LSI keywords
GENERATE
I'm not a robot
reCAPTCHA
Privacy - Terms
Find out why Google Loves LSI Keywords below:

Let me show you how you can analyze the details above for the keyword “marketing strategy” by using LSIGraph.

i. Go to **lsigraph.com**

ii. Type in your keyword and press the ‘Generate’ button.

iii. Based on your seed keyword, the tool will generate a complete list of all the various related terms in the table. Depending on the popularity of the seed keyword, the table will show you a list of related keywords. *(Available on the unlimited version)*



Latent Semantic Value is a measurement of how valuable an LSI keyword is in a context or topic. It is a value computed and formulated by our data analyst specialist who is experienced in LSI keyword research and SERP competition.

The LSV takes into account the keyword search volume, keyword competitiveness, as well as the traffic potential of the keywords in a particular niche. The number ranges from 0 -100, with 100 being the best and 0, the worst.

The higher the LSV, the more valuable is the keyword. For instance, it is better to have keywords with LSV of 100 than keywords with a score of 76.

Based on the example above, choose keywords with a high LSV for you to be able to rank easily and get the traffic in your niche.

The search volume, cost per click (CPC), and competitiveness (Comp) presented are good indication to discover the search volume for this keyword, the CPC of this keyword, and how many people are willing to compete for this keyword organically. If you are able to find a keyword that has high volume but low competition, then be rest assured that you are on the right track.

Most importantly, this tool suggests unlimited LSI keywords for your targeted keyword.

5. How Can You Use LSI Keywords?

Now you should have a pretty good understanding of what LSI keywords are and what they can do for your content. However, you don't want to just start stuffing your content with LSI keywords as it will end up having the same effect as stuffing your content with regular keywords - your content will also become unreadable.

So let's go over how you should implement your LSI keywords and how you should pick the right LSI keywords to use.

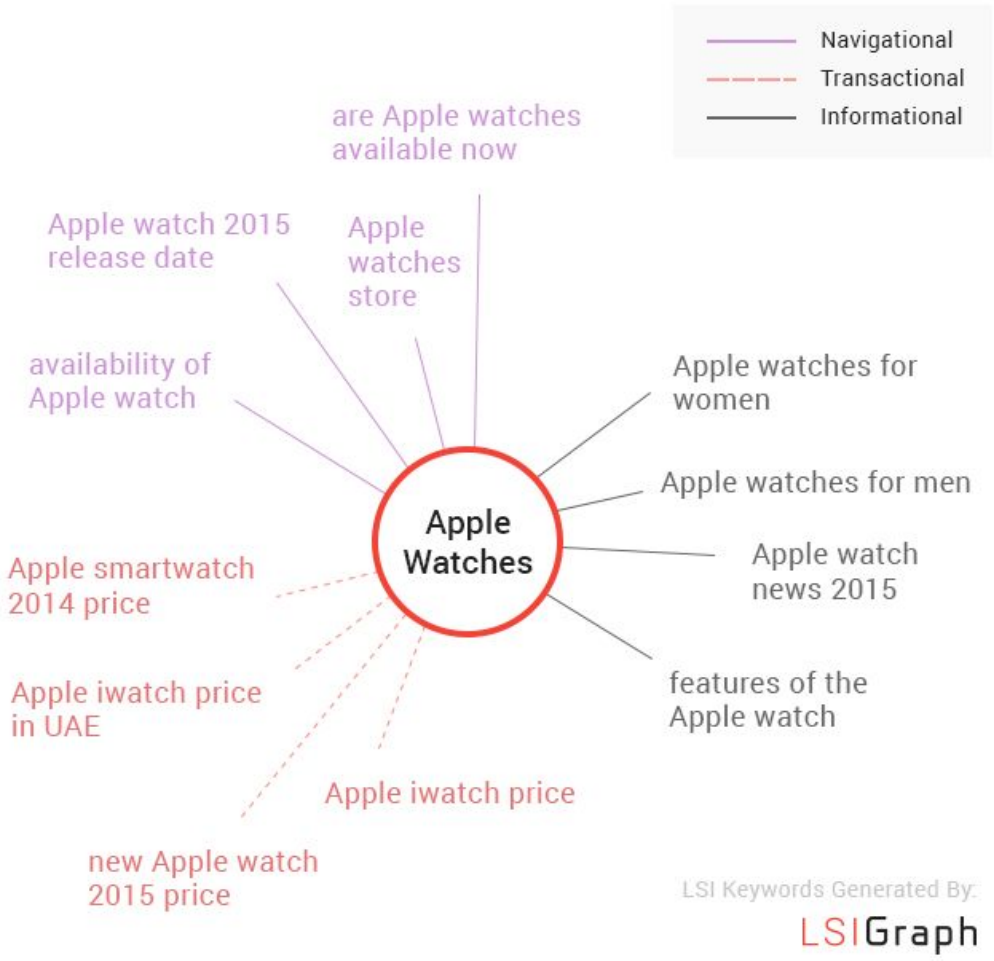
1. Choosing the right LSI keyword

When you begin using LSIGraph, you'll be getting tons of results. The amount of options you have to choose from can even be a little bit overwhelming. Obviously, you can't use them all - nor should you. So how exactly do you decide which LSI keywords to use?

The first thing you need to do is to **put yourself in the shoes of the users**. What would a user be searching for in order to find your content? Keeping user intent in mind is important since it will help keep you from straying away too far from your main keywords. Your LSI keywords need to be relevant to not just the keyword you are using but also the context of the keyword.

Let's take Apple for example again. Say you're writing a review about the new Apple watch. LSI keywords that could support the keyword "Apple watch" could include "personal wrist watch." "high tech wrist watch," "newest Apple technology," or "latest Apple product."

The first two results are solid LSI keywords that matches the user's intent. However, the last two could easily be applied to other Apple products, such as Macbooks or iPhones, which could confuse Google and resulting in your content being displayed to users interested in Apple product reviews but not necessarily Apple watches.



Example of LSI keywords mapped with different search intent.

To make things easier on your side, simply utilise the LSV feature in LSIGraph. Choose the high LSV LSI keywords that are closely related to your topic and insert them naturally.

2. Implementing an LSI keyword

Finding LSI keywords to use is actually the most difficult part of the process - implementing them throughout your content won't be too difficult. First of all, you can **use your LSI keywords anywhere within the content of your article**, including your **title tags, header tags, permalinks, anchor texts, beginning paragraph and ending paragraph**.

Another trick for using LSI keywords is to **replace any of the regular keywords you are ranking for with LSI keywords** if your keyword density has exceeded 2 percent. As for

how much the keyword density of your LSI keywords should go, we recommend sticking between 2 and 4 percent, which means you should only be using 2 to 4 LSI keywords for every 100 words of content.

A good rule of thumb is to **maintain a 2-to-1 ratio of LSI keywords to your main keywords**. When using LSI keywords in the actual content of your article, make sure that they are in the same paragraph of the keyword they are supporting as this will help provide more context of your main keyword to Google.

Say your article is titled: “5 important car maintenance tasks.” The keyword you are ranking for is “tire rotation in Denver.” Your LSI keyword is “how often to rotate tires.” This LSI keyword should appear in the same section as your keyword and not in the section about oil changes.

Make sure that LSI keywords are a part of your SEO keyword strategy. The use of LSI keywords can help improve your site ranking and traffic by helping to provide context to your content. Basically, the LSI keyword is your main keyword’s support.

Here are the main areas where you can place LSI keywords to get the most out of them:

Title Tags – Your main keyword has the utmost prioritization in title tags. If you can, use only highly relevant LSI keywords that is closely related to your main keyword.

Description Tags – Choose LSI keywords that strengthen/complement your core message instead of just using synonyms. Use your main keyword and an LSI keyword phrase in your description so Google will pay attention to you.

Header Tags – In the header tags, use LSI keywords that will help to describe your paragraphs. Make sure the LSI keywords used fit in naturally.

URLs – Similar to the title tag, the limited character count means that priority should be given to your main keyword. If opportunity arises, use highly relevant or synonymous LSI keywords.

Anchor Texts – Anchor text is a perfect place for you to use your LSI keywords. Instead of anchoring your main keyword, anchoring LSI keywords tends to make anchor text much more believable.

First and last paragraph – Using a highly related LSI keyword at the beginning/ending of your article is also a good idea. Besides strengthening your core message, it is also a natural and interesting way to start/end your article.

6. When Is LSI Not Relevant To Be Used?

LSI will not matter if you **do not have content worth indexing** because of poor quality or inappropriate subject matter. For example, how many websites can you think of that have interesting page titles (Learn to ski, for example) but talks about unrelated subject matter (the history of skiing). This might be okay for multiple pages or even multiple websites, but it's not fair to do that to an individual page, because in this case the title does not match the content. You cannot manipulate the search engines by going after keywords only, without providing valuable content.

Needless to say, the call for higher quality writing eliminates the options of using spinning software (which is invented for SEO purposes and a word recycler). At the same time, hire quality writers if you choose to outsource your work, since a good LSI strategy depends on coherent writing created by native English speakers. You can also visit the Google Webmaster Tools and see what keywords your pages are ranking for.

LSI keywords red flag practices to avoid:

- Filling meta keyword tags with hundreds of keywords
- Stuffing meta descriptions with keywords
- Sprinkling content with random, irrelevant keywords
- Failing to create a subject matter content that adds value
- Using unrelated keywords to your content

Conclusion

The main thing to remember when using LSI keywords is to use it naturally in your content. Most importantly, write content that is relevant and meaningful to your readers besides search engines. Once again, the use of LSI keywords can help improve your website ranking and traffic by providing context to your content.